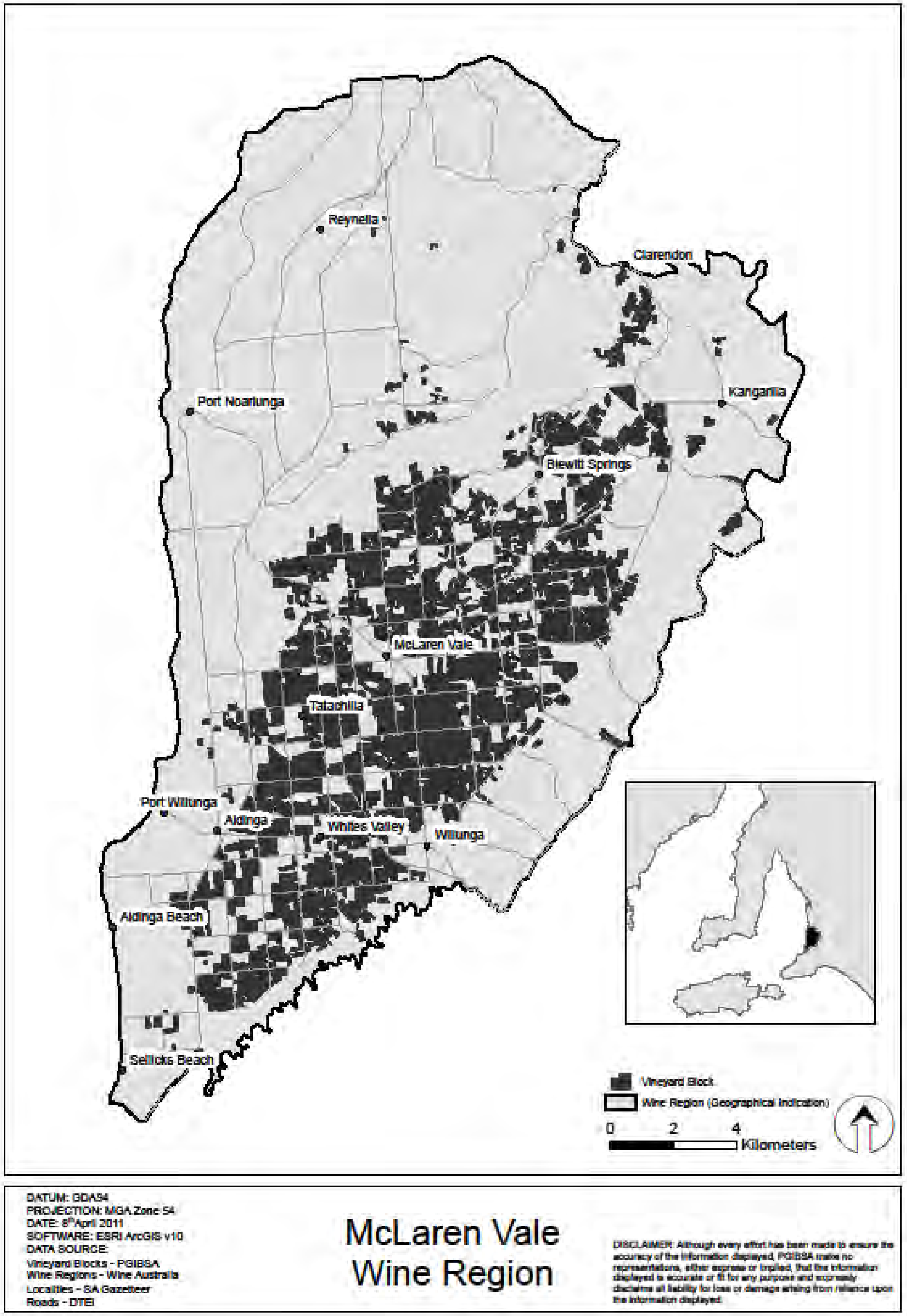


McLaren Vale wine region

Regional summary report

2011

Explanations and Definitions

INTAKE (CURRENT VINTAGE) DATA

Definition of regions

Regions have been defined in accordance with Geographical Indication (GI) boundaries. If a GI region has not been declared, or produces less than 5,000 tonnes, then the data is aggregated into the relevant GI zone. Disaggregation of data into smaller regions such as Southern Fleurieu and Mount Benson is available on request from the Board's office.

Total crush

The **total crushed** is the total tonnes of grapes crushed from a particular source region, whether processed in that region, another region in SA or interstate. All wineries in Australia that are known to source fruit from South Australian vineyards are included in the survey collection process. However, not all wineries submit a survey form - therefore the total tonnage reported may underestimate the true crush. An estimate of the non-response rate for each region is provided below each intake summary report. Reported fruit is separated into fruit produced from the winery's own or associated vineyards ("own grown") and from independent vineyards ("purchased").

Crop value data

On the survey forms, wineries are asked to record **total purchase value.** This is the total amount paid for fruit of a particular variety at the point of receival – NOT including freight. It includes any penalties or bonuses (eg Baumé) applied at the weighbridge, but DOES NOT INCLUDE other bonuses or adjustments such as end use quality bonuses, which are not available at the time the survey is conducted.

The **calculated average purchase value per tonne** is the average amount paid per tonne of fruit across all wineries. Winery grown grapes are not included in the calculation of average purchase value; nor are grapes grown by companies connected with the winery or under lease arrangements. The **estimated total value of purchased grapes** is calculated by multiplying the average purchase value per tonne by the total tonnes purchased. The **estimated total value of total grapes** is calculated by multiplying the average purchase value per tonne by all tonnes crushed. If there is a variety where there are no purchases, then the average purchase value across all other varieties of the same colour in the same region is used to determine an estimated value for the own grown grapes.

Note: in small varieties there may sometimes be only one winery contributing towards a calculated average purchase value per tonne.

Important note on average purchase value
There is considerable variation in the pricing arrangements made by different wineries. For example, some wineries make adjustment payments based on the average value per tonne reported in this survey and some pay quality bonuses based on the end use of the product. These additional payments are not included in the reported figures. The average price also does not give any indication of the distribution of prices, or variables that go into individual contracts. Therefore the average price should not be compared directly with an individual grower's arrangement.

Highest and lowest price

Wineries are asked to report the highest and lowest prices paid for any parcel of fruit of a particular variety, of any size. The highest of all highest prices, and the lowest of all lowest prices are reported – provided that at least three wineries have provided this information for any particular variety. *Note: the highest or lowest price may be for a very small parcel of fruit - and/or reflect an unusual pricing arrangement - eg payment by the hectare rather than per tonne, "spot market" sales of excess fruit etc.*

FORECASTS

Estimated supply

Supply forecasts have been calculated independently using the planting information obtained from the PGIBSA vineyard register (see below). They are calculated by multiplying the area of vines by an estimated yield figure determined separately for each variety in each region, which takes into account industry practices and objectives as well as historical averages. However, the supply forecasts do not make any allowance for future vine removals or mothballing, yield capping or the effects of ongoing water restrictions or unusual seasonal conditions.

Committed intake

Committed intake is the amount of fruit that wineries are *already* committed to take in, for a given future year. It is made up of winery grown fruit and contract purchases. Only existing or ongoing contracts are included – not intended future signings or renewals.

Explanations and Definitions

Available supply

Available supply (uncommitted fruit) is the difference between estimated supply and committed intake. It is the amount of fruit estimated to be available on the open (spot) market. NB If the committed intake is higher than the estimated supply, this indicates a discrepancy between the independent supply forecasts and the wineries' estimates of future production. In this case, available supply is recorded as zero – rather than as a negative number.

Comparing supply and committed intake

In order to compare supply with committed intake, the latter figures are "raised" to compensate for non-respondents. There is no raising of supply figures because it is assumed that the PGIBSA vineyard planting information is close to 100% complete. The non-response rate is calculated separately for each region and is indicated below the relevant tables.

PLANTING DATA

Derivation of planting data tables

Planting data is **not** derived from the 2011 South Australian Utilisation and Pricing Survey of wineries. The information is obtained from the vineyard register maintained by the Phylloxera and Grape Industry Board of South Australia.

The Board is required under the *Phylloxera and Grape Industry Act 1995* to maintain a complete and accurate register of grapegrowers in the state. All vineyard owners with more than 0.5 hectares are required by law to register with the Board, and to complete an accurate vineyard return each year, giving details of their plantings. This information is kept strictly confidential. An accurate vineyard register enables the Board to produce complete, up-to-date statistical information on vineyard plantings by variety, year planted and location.

For more information on registration of vineyards, please contact the Phylloxera and Grape Industry Board office on 08 8362 0488.

Explanatory notes for planting data tables

1. Planting data tables are current as at April 2011 and include all plantings from the 2010 planting season. Vines planted in a particular year may include topworked or replaced vines, as well as new plantings in virgin ground. Where vines have been replaced or topworked, the old variety record is removed. This explains why the area planted for earlier years may be different in the 2011 report compared with previous reports.

2. Vineyard plantings are recorded by Geographical Indication. Planting details for smaller regions not included in the survey report are available on request from the Board.

3. Where a 0 appears in a table, this may indicate the presence of a planting of less than 0.5 hectares, or it may indicate zero plantings. Rounding may produce a slight error in totals or percentages.

Vintage overview

Vintage report

A wet and cool season resulted in disease pressures impacting to different degrees across the region, but also some excellent quality parcels of fruit characterised the 2011 season.

This season's vintage went against the trend since the mid 2000's of earlier bud burst, flowering and harvest with vintage starting about three weeks later than average, though ended up finishing about the same time as normal, with the increased requirements to harvest fruit due to disease pressure and the warmer conditions very late in the season.

Quality was variable across the region, with some of the drier, earlier ripening areas faring better as fruit was not as exposed to weather extremes. Management of powdery mildew was critical, and there was some early powdery mildew pressure on blocks that did not have the required frequency of sulphur spray. Fruit with Powdery Mildew tended to be weakened and be more susceptible to Botrytis. Later harvested Shiraz was threatened by loss from Botrytis.

Stylistically, the 2011 season was not a typical McLaren Vale year, with lower baumes and strong flavour development. However, some of the fruit from the early Shiraz, Chardonnay and Cabernet blocks are of exceptional quality.

The increase in rainfall resulted in larger than average bunch weights across all varieties, resulting in an approximate increase of 20% on average yields, due to bunch weight rather than bunch number. Quantities of Cabernet and Grenache in particular were above average with quantities of Shiraz about average. A variable, but slightly above average tonnage for white varieties was seen also across the region.

Jodie Pain
McLaren Vale Grape, Wine and Tourism Association

Overview of vintage statistics

The harvest from McLaren Vale in 2011 was 45,518 tonnes, up by 6.7% from 2010. The total value of the grapes decreased by $3.9 million to $47.5 million. The average purchase value decreased for nearly all varieties, with Shiraz decreasing by $105 per tonnes and Cabernet Sauvignon by $113 per tonne, to $1,240 and $981 respectively. Chardonnay stabilised at $530 per tonne.

There were 43 hectares of new plantings in McLaren Vale in spring 2010 (including top-working and replacements), with 21% Tempranillo and 16% Shiraz. The total planted area of vines in the region fell from 7,371 hectares to 7,327 hectares.

The estimated production from McLaren Vale for 2012 is 57,300 tonnes with 45,200 tonnes is already committed to the wineries, leaving around 12,100 tonnes (21%) uncontracted.

In 2016, the estimated production is 58,000 tonnes, of which 34,300 tonnes is already under contract or winery grown fruit. This leaves an estimated 23,700 tonnes (40.8%) as yet uncommitted.

McLaren Vale

Winegrape intake summary - vintage 2011

Variety	Tonnes purchased	Lowest price[1]	Highest price[1]	Total value purchased grapes	Calc avg. purch. value per tonne	Winery grown fruit	Total crushed[2]	Est total value ALL grapes
RED								
Barbera	30			$5,654	$190	31	61	$11,591
Cabernet Franc	74	$700	$1,400	$76,166	$1,024	24	98	$100,315
Cabernet Sauvignon	4,823	$310	$5,301	$4,728,907	$981	4,287	9,110	$8,932,839
Carignan	0			$0	$0	12	12	$13,472
Grenache	1,549	$200	$3,023	$1,698,007	$1,096	1,461	3,010	$3,299,741
Malbec	1			$310	$500	34	34	$17,080
Mataro	237	$25	$2,000	$253,345	$1,067	182	419	$447,284
Merlot	965	$20	$1,500	$841,045	$872	1,159	2,123	$1,850,943
Nebbiolo	0			$0	$0	89	89	$100,121
Other Red	92	$230	$2,000	$106,742	$1,163	150	241	$280,682
Petit Verdot	102	$200	$1,200	$42,588	$419	263	364	$152,774
Pinot Noir	533	$400	$900	$411,343	$772	154	687	$529,914
Ruby Cabernet	0			$0	$0	16	16	$18,337
Sangiovese	134	$180	$1,900	$132,377	$985	221	356	$350,441
Shiraz	11,690	$300	$5,301	$14,492,122	$1,240	8,963	20,654	$25,603,336
Tempranillo	50	$500	$2,500	$79,232	$1,575	142	192	$302,224
Touriga	14			$3,243	$230	0	14	$3,243
Zinfandel	0			$0	$0	12	12	$13,595
Total Red winegrapes	**20,294**			**$22,871,081**		**17,198**	**37,492**	**$42,027,933**

1 Lowest and highest prices are only reported when there are at least three purchasers. Very low prices may relate to extremely small parcels of fruit or fruit delivered that was over the contract amount or penalised for other reasons.

2 It is estimated that the non-response rate for McLaren Vale is 7%.

McLaren Vale

Winegrape intake summary - vintage 2011

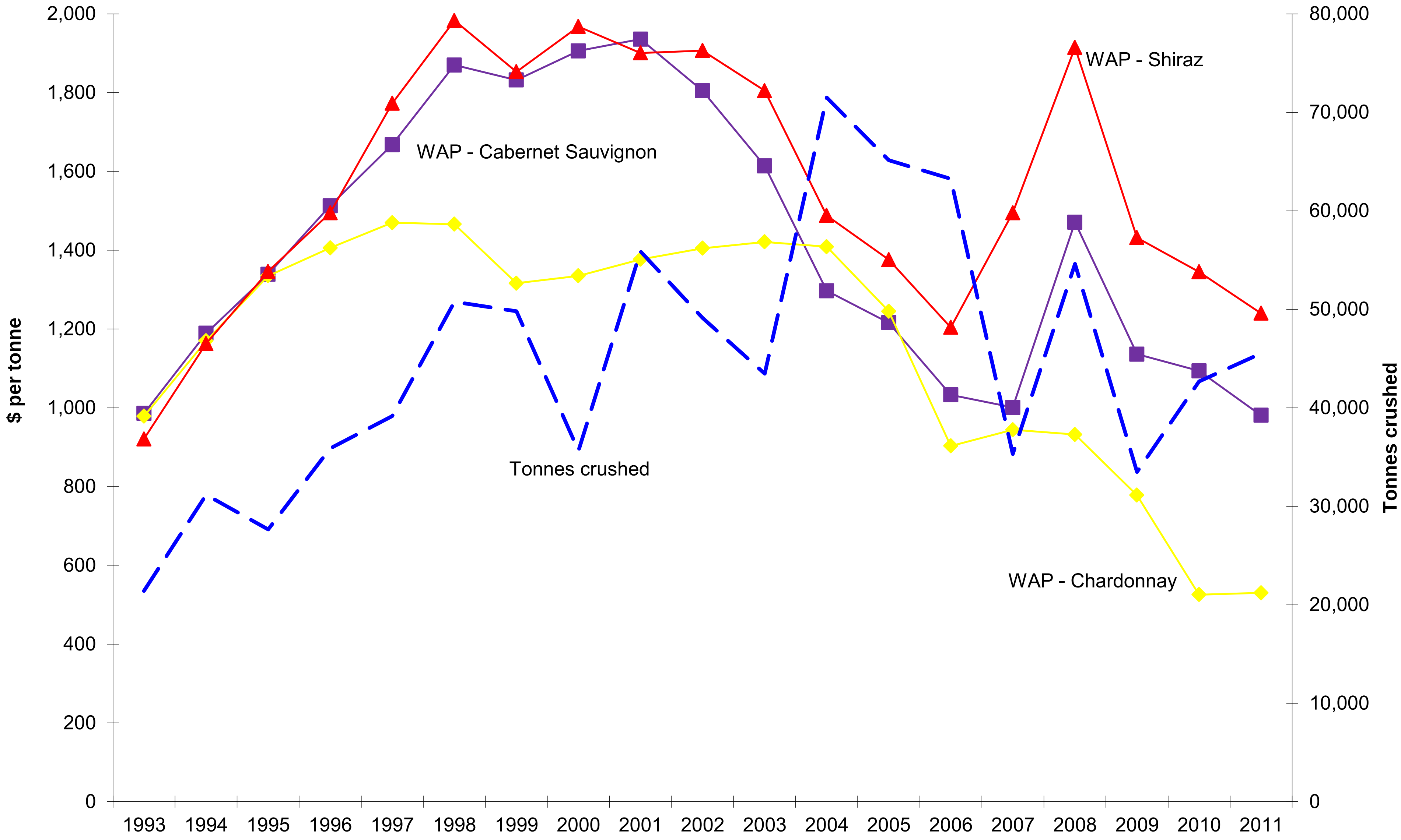
Variety	Tonnes purchased	Lowest price[1]	Highest price[1]	Total value purchased grapes	Calc avg. purch. value per tonne	Winery grown fruit	Total crushed[2]	Est total value ALL grapes
WHITE								
Chardonnay	3,068	$50	$1,400	$1,624,564	$530	1,643	4,711	$2,494,507
Chenin Blanc	74			$75,560	$1,017	77	151	$153,866
Marsanne	57			$75,309	$1,312	30	87	$114,669
Muscat a Petit Grains Blanc	7			$5,424	$800	0	7	$5,424
Other White	120	$200	$1,750	$122,058	$1,020	101	221	$225,416
Pedro Ximenes	0			$0	$0	16	16	$10,737
Pinot Gris	38	$400	$1,400	$39,400	$1,037	141	179	$185,595
Riesling	316	$600	$1,400	$297,331	$940	94	411	$386,099
Roussanne	57			$65,891	$1,151	51	108	$124,078
Sauvignon Blanc	534	$265	$2,000	$416,497	$779	395	929	$724,278
Semillon	340	$300	$1,000	$202,258	$595	320	660	$392,395
Traminer	19			$12,944	$671	0	19	$12,944
Verdelho	106			$134,346	$1,270	71	177	$225,008
Viognier	177	$800	$1,458	$228,377	$1,293	174	350	$452,952
Total White winegrapes	**4,913**			**$3,299,959**		**3,113**	**8,026**	**$5,507,968**
Grand Total All winegrapes	**25,207**			**$26,171,040**		**20,311**	**45,518**	**$47,535,902**

1 Lowest and highest prices are only reported when there are at least three purchasers. Very low prices may relate to extremely small parcels of fruit or fruit delivered that was over the contract amount or penalised for other reasons.

2 It is estimated that the non-response rate for McLaren Vale is 7%.

McLaren Vale

Historical Weighted Average Price vs tonnes crushed



McLaren Vale

Current plantings by variety and year planted

	Current area in hectares					
Variety	*Pre-2008*	*2008*	*2009*	*2010*	*Total area*	*% planted in 2010*
Red winegrapes						
Barbera	11	3	0	0	14	*0%*
Cabernet Franc	30	0	0	0	30	*0%*
Cabernet Sauvignon	1,253	6	4	6	1,268	*0%*
Grenache	426	10	4	6	446	*1%*
Mataro (Mourvedre)	33	15	12	2	61	*3%*
Merlot	274	0	0	0	275	*0%*
Other red	47	9	5	5	66	*8%*
Petit Verdot	58	0	0	0	58	*0%*
Pinot Noir	75	0	0	0	75	*0%*
Sangiovese	46	3	1	4	54	*7%*
Shiraz	3,595	73	24	7	3,699	*0%*
Tempranillo	29	4	2	9	45	*20%*
Total red varieties	**5,878**	**123**	**52**	**38**	**6,091**	***1%***
White winegrapes						
Chardonnay	592	0	0	0	592	*0%*
Chenin Blanc	19	2	1	0	22	*0%*
Marsanne	12	0	0	0	12	*0%*
Muscat A Petit Grains Blanc	8	1	1	1	10	*10%*
Other white	9	0	1	2	12	*17%*
Pinot Gris	23	6	0	2	30	*7%*
Riesling	54	0	0	0	54	*0%*
Roussanne	10	0	1	0	11	*0%*
Sauvignon Blanc	121	1	0	0	122	*0%*
Savagnin Blanc	4	5	0	0	8	*0%*
Semillon	96	0	0	0	96	*0%*
Verdelho	20	0	0	0	20	*0%*
Vermentino	0	5	1	0	6	*0%*
Viognier	76	1	0	0	77	*0%*
Total white varieties	**1,044**	**20**	**5**	**5**	**1,073**	***0%***
Rootstock block	1	0	0	0	1	*0%*
Unknown variety	161	0	0	0	161	*0%*
Total all varieties	**7,084**	**143**	**57**	**43**	**7,327**	***1%***

McLaren Vale

Estimated supply and committed intake 2012 - 2016

Variety	2012 Est Supply [1]	2012 Committed intake[2] Winery grapes	2012 Committed intake[2] Contract purchases	2012 Total committed intake	2014 Est Supply [1]	2014 Committed intake[2] Winery grapes	2014 Committed intake[2] Contract purchases	2014 Total committed intake	2016 Est Supply [1]	2016 Committed intake[2] Winery grapes	2016 Committed intake[2] Contract purchases	2016 Total committed intake
Red winegrapes												
Barbera	115	37	41	78	122	37	41	78	122	37	0	37
Cabernet Franc	274	18	72	90	274	18	72	90	274	18	72	90
Cabernet Sauvignon	7,554	5,002	4,269	9,271	7,586	4,920	2,598	7,518	7,586	4,942	1,943	6,885
Carignan	0	20	0	20	0	20	0	20	0	20	0	20
Grenache	3,917	1,632	1,390	3,022	3,978	1,648	1,223	2,871	3,978	1,648	1,125	2,773
Malbec	0	48	8	55	0	48	8	55	0	48	0	48
Mataro	446	194	297	491	515	238	299	537	515	238	264	502
Merlot	2,468	1,118	779	1,897	2,470	1,102	655	1,757	2,470	1,102	450	1,553
Nebbiolo	0	89	0	89	0	89	0	89	0	89	0	89
Other Red	1,229	145	65	210	1,286	153	70	223	1,286	151	41	192
Petit Verdot	522	265	49	314	522	254	49	302	522	254	0	254
Pinot Noir	677	190	367	557	677	193	246	439	677	195	0	195
Ruby Cabernet	0	0	0	0	0	0	0	0	0	0	0	0
Sangiovese	443	277	138	416	470	280	138	418	470	297	105	403
Shiraz	29,262	10,442	11,084	21,526	29,503	10,539	6,606	17,145	29,503	10,564	5,031	15,595
Tempranillo	301	170	85	255	357	171	91	262	357	171	55	226
Touriga	0	0	15	15	0	0	24	24	0	0	13	13
Zinfandel	0	11	0	11	0	11	0	11	0	11	0	11
Total red winegrapes	**47,208**	**19,655**	**18,661**	**38,316**	**47,759**	**19,719**	**12,122**	**31,840**	**47,759**	**19,784**	**9,101**	**28,885**
White winegrapes												
Chardonnay	4,732	1,793	1,951	3,744	4,732	1,793	774	2,568	4,732	1,793	557	2,350
Chenin Blanc	252	101	87	188	262	101	87	188	262	101	87	188
Marsanne	147	39	89	128	147	39	89	128	147	39	89	128
Muscat a Petit Grains Blanc	108	0	0	0	118	0	0	0	118	0	0	0
Other White	1,214	108	172	280	1,267	108	193	301	1,267	108	201	308
Pedro Ximenes	0	28	0	28	0	28	0	28	0	28	0	28
Pinot Gris	317	213	0	213	346	230	0	230	346	230	0	230
Riesling	432	112	165	277	432	115	111	226	432	115	111	226
Roussanne	132	58	67	124	134	58	72	130	134	58	78	135
Sauvignon Blanc	972	443	428	871	975	448	428	877	975	448	405	853
Semillon	962	271	181	452	962	271	100	371	962	271	100	371
Traminer	0	0	14	14	0	0	0	0	0	0	0	0
Verdelho	244	88	88	175	244	71	88	159	244	71	88	159
Viognier	614	199	225	425	617	199	194	393	617	199	194	393
Total white winegrapes	**10,128**	**3,452**	**3,467**	**6,919**	**10,236**	**3,461**	**2,136**	**5,597**	**10,236**	**3,461**	**1,908**	**5,369**
All winegrapes	**57,335**	**23,107**	**22,127**	**45,235**	**57,995**	**23,180**	**14,258**	**37,437**	**57,995**	**23,245**	**11,010**	**34,254**

[1] *Supply forecast produced by PGIBSA based on the South Australian vineyard register*

[2] *A raising factor of 1.11 has been applied to committed intake to allow for non-respondents*